

## **SmartWay and Midwest Clean Diesel Initiative's "Idle Free Quiet Zone" Program**

### **EPA Region 5 - Chicago**

**Geographic location or area of activity:** The rollout of this program began in Detroit, Michigan. It will focus on Detroit for the initial program outreach and then branch out to the other states within Region 5.

**Description of activity:** On November 28, 2007, U.S. EPA Region 5 launched the "Idle Free Quiet Zone" program. The launch was held at Renaissance Global Logistics in Detroit, Michigan and representatives from Canada, Michigan, City of Detroit and the freight industry attended. The launch of the Idle Free Quiet Zone program also allowed participants to review the materials being piloted in the Midwest.

The "Idle Free Quiet Zone" is an outreach program designed to promote emission reductions by reducing truck idling in heavy-duty trucks at truck stop locations. This program originally was developed by Natural Resources Canada's FleetSmart program for truck stops in Canada in 2001. U.S. EPA Region 5 and SmartWay program staff worked with the FleetSmart program to incorporate SmartWay messages posters, banners and other materials. These pilot materials will be available for MCDI partners working with communities to distribute at truck stops across Region 5. The primary goal of this program is to educate truck drivers by introducing the Idle Free Quiet Zone and SmartWay program as an alternative to engine idling.

Region 5 has set a quarterly goal to reach out to 6 new partners to introduce the Idle Free Quiet Zone and promote outreach and intends to achieve it by using the existing network of partners (listed below), coalition partners involved in the Midwest Clean Diesel Initiative program and networking through Clean School Bus program grantees. The Region will also target truck stops along major interstates to promote this program and reach truck drivers.

#### **Interagency partners:**

Canadian partners: Federal -- Natural Resources Canada, Provincial -- Ontario Trucking Association, Canadian Trucking Alliance, Consulate General of Canada, Challenger Motor Freight, SLH Transport, Inc., Volvo, Mackinnon Transport, Inc.

U.S. partners: Federal – U.S. Environmental Protection Agency OTAQ – Office of Transportation and Air Quality; State - Michigan Trucking Association, Michigan Department of Environmental Quality, Michigan Department of Transportation, Michigan Department of Labor and Economic Growth, Michigan State Representative – District 12 – Detroit, Ohio Trucking Association, Volvo

**Local partners:** Southwest Detroit Environmental Vision, NextEnergy -- Detroit Clean Cities Coalition – project under Department of Energy (DOE), City of Detroit, Renaissance Global Logistics, The James Group International – (Detroit, MI) Meijer, Rush Trucking

**Activity URLs:** [www.epa.gov/midwestcleandiesel](http://www.epa.gov/midwestcleandiesel), [www.epa.gov/smartway](http://www.epa.gov/smartway)



A Challenger Motor Freight Inc. [largest privately-owned truck load carrier in Canada] truck tractor outfitted with the latest fuel efficiency improvements. Challenger provided its truck for the SmartWay Transport Partnership and Midwest Clean Diesel Initiative's "Idle Free Quiet Zone" Launch in Detroit, Michigan, in November, 2007. The firm has also equipped city fleet units with tracking devices that monitor driver's exact routes, idle times, road speed and hard stops.